



World Explorer Obstacle Course

YEAR IN REVIEW:

January

Directly mailed to all Winchester residents, the first 32-page glossy program guide of Community Recreation Programming with new affordable fees (Social Equity)

February

Purchased \$100,000 worth of new field maintenance equipment that included a new reel mower, a slit seed spreader and dethatcher, a top dresser and deep tine aerification machine to care for the bermudagrass and cool season turf grass playing surfaces

Developed our first turf grass maintenance plan to include deep tine aerification schedule, top dressing applications and a fertilization program utilizing an in-house plan

March

Awarded \$47,000 contract to GreenPlay consultants for the first ever Winchester Parks and Recreation Department Needs Assessment

Hosted the City of Winchester Insight Academy

\$12,000 worth of new Dog Park obstacles and new shade shelter installed

Developed the Skate Pavilion Operations Plan

April

Director of Parks and Recreation appeared as guest on WINC radio show to discuss World Series, new community programs, new field and mowing equipment and park projects

Hosted the Needs Assessment Kick-Off Meeting with GreenPlay and the City's Project Team

Implemented the first ever City sponsored Community Garden (Timbrook Park)

Hosted the Arbor Day Celebration at the POW-MIA Memorial. Also hosted Eggcessible, Easter Egg Hunt, Spring Fling, and Swinging Fore Sports Golf Tournament

May

Raised \$35,000 to purchase skate obstacles for the new Skate Pavilion

Hosted the Needs Assessment Stakeholder Meetings as well as Focus Group Interviews

Hosted Alice in Wonderland Tea event

May (cont.)

Sponsored the inaugural Flag Retirement Ceremony with six different veteran organizations participating at the award winning POW-MIA Memorial

June

Completed bermudagrass and infield cutout renovation of Yost Field in preparation for the World Series

\$150,000 ADA Project Completed at Bridgeforth Field which included concrete ramps into the dugouts, new heated restrooms, new ticket booth, new souvenir stand and ADA compliant concrete sidewalks and ramps through the fan views area

Became the proud owner of Skate Pavilion obstacles; grind rails, hipped pyramid with 3 foot ledge, jersey barriers, hubba- ledges, stairs, quarter pipes, bank ramps and grind boxes

Brought back the Bubble Van program, hosted Family Day Fishing Rodeo and World Explorers Obstacle Course, and ran the Movies on the Mall events for Old Town Winchester

Opened new summer therapy pool

July

Hired the Geese Police to thin aggressive geese from the Wilkins Lake and Tourism area

Began trail building work of what is now called Shawnee Spring Preserve Healing Trail

Coordinated fireworks show for Old Town's Rockin' Independence Eve

Hosted Cardboard Boat Regatta event

August

Hosted the 2014 Cal Ripken 10-Year-Old World Series

Hosted the inaugural Patsy Cline Festival concert at Bridgeforth Field

Completed all bermudagrass field renovations and instated the first ever user group field use guidelines

Hosted the Abrams Creek Wetlands Preserve Tours and Q and A sessions. All Wetland neighbors received a hand-delivered invitation to these informational meetings

The Director gave the McCormac Amphitheatre Power Point Presentation to Dr. Bruce Gouldey's Shenandoah University's MBA class

September

Hosted All Paws on Deck, a dogs only swimming pool party

Completed infield grading and sod work at Bridgeforth Field. This was an unplanned, much needed and very well received upgrade to the field

Received the Need Assessment Survey Questionnaire Raw Data from consultants at GreenPlay

October

Began Abrams Creek Wetlands Preserve Marsh Restoration Project to preserve the natural habitat of rare plants – hooded skullcap, willow leaf aster and Awned Sedge, in the Commonwealth of Virginia, found only in Winchester (Conservation)

Completed the World Series Economic Impact Study and World Series Report, posted online

Hosted Spookcessible and Ghouls and Gals Halloween dance

November

Hosted the Virginia Tech and Virginia Turf Grass Association Field Maintenance workshop

Completed Shawnee Springs Healing Trail – 1738 linear feet of trail through a wooded area

Continued the Santa Letters program

December

McCormac Amphitheatre Feasibility Study presented by Shenandoah University MBA Students

Hosted GreenPlay's Needs Assessment Findings and Visioning Workshop
Organized Christmas Parade, hosted Cookies with Santa, and assisted with Santa's Headquarters

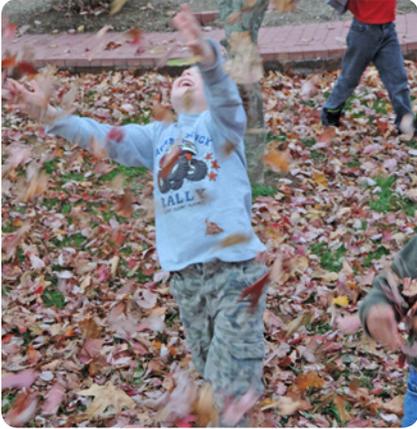
Installed a new 28 foot digital scoreboard with individual inning totals complete with team error and hits accumulator at Bridgeforth Field.

Installed a new sign at Bridgeforth entrance.

Economic Impact of a Parks & Recreation Department

Just as public safety, emergency services, and street maintenance are considered essential public services, parks and recreation facilities and offerings are equally important to establishing and maintaining the quality of life in Winchester. Through parks and programs, we bolster the health and well-being of our residents and visitors.

Placing a Premium on Parks



Jim Barnett Park

The Trust for Public Land conducted a study on the economic value of city park systems and through their sample found that parks can contribute to the value of residential properties immediately adjacent to a park by as much as a 20 percent marginal value. For properties further away from the location of the park, parks still can provide as much as a 5 to 10 percent marginal value.⁴

A Healthier Community



Jim Barnett Park

Easy access to parks and open green spaces is reported to reduce mortality across one's lifespan.

While the societal benefits are clear, some don't recognize the impact of parks and recreation on the economic and environmental growth and stewardship of this great city. The following content will provide a clearer glimpse of the importance of parks and recreation services across the country and outline the initiatives that the Winchester Parks and Recreation Department has developed to boost the City Council's priorities outlined in the Strategic Plan.

Increased Property Values



Shawnee Springs Healing Trail

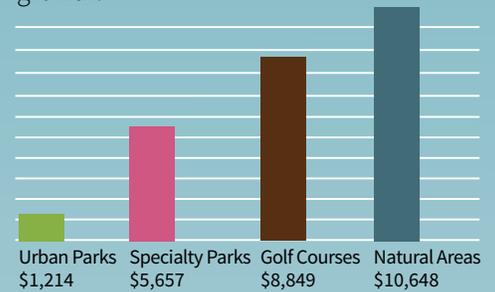


65%

The National Association of Home Builders found that 65%

of home shoppers surveyed felt that parks would seriously influence them to move to a community.²

"Many cities feel they must choose between economic growth and open space protection. In most cases, however, no such choice is necessary. A city's parks system not only provides health and environmental benefits, a sense of community, and a higher quality of life, it is also good for the bottom line. Parks can significantly increase property values, attract and retain businesses, attract and retain a talented workforce, revitalize cities and communities, boost the tourism industry, create jobs, and increase tax revenues. Parks also play a major role in economic development and economic growth."¹



Homes within 1,500 feet of a park experience an increase in value. Above is the increase per home, based on the type of park.⁶

Welcome to Winchester



Babe Ruth World Series Teams

The lack of access accounts for approximately half of poverty-related mortality. Recent research revealed that in least green areas, the poorest individuals die at two times the rate of the wealthiest individuals. The rate of death among the poorest is reduced to 1.43 times that of the wealthiest in the greenest areas.⁵

The Air We Breathe



Abram's Creek Wetlands Preserve

It is estimated that U.S. urban park trees alone remove 75,000 tons of air pollutants annually. This translates into an economic benefit of \$500 million each year.



1. Open Space San Francisco, "The Economic Value of Parks." 2009, 2. American Planning Association, "How Cities Use Parks for Economic Development." 2002, 3. Active Living Research, "Economic Benefits of Communities that Support Physical Activity." May 2010, 4. The Trust For Public Land, "Measuring the Economic Value of a City Park System." 5. Parks and other Green Environments: Essential Components of a Healthy Human Habitat.", Frances E. (Ming) Kuo, NRP Research Series 2010, 6. American Trails, "Economic Benefits of Trails."

Economic Impact of Large and Small Special Events

In 2014, the City of Winchester hosted the Cal Ripken 10-Year-Old World Series. The Department conducted an Economic Impact Study related to the event. The purpose of an Economic Impact Analysis is to provide information about the dollar value of the Cal Ripken 10-Year-Old World Series in the local Winchester economy. Economic Impact is defined as the net change of money in a community as a result of visitor spending on an event or attraction. To have an economic impact, the money must be new dollars introduced into the community, rather

than dollars that would be spent in the community as a matter of course.

Therefore, economic impact typically does not include money spent by residents, even if they attended the event being studied. The impact is determined by the amount of money (and its multiplier effect) spent by out-of-town visitors on such things as hotel rooms, restaurant meals, souvenirs, gasoline, etc, as well as accompanying increases in jobs and tax revenues. **The Economic Impact of the Cal Ripken 10-Year-Old World Series was \$463,162.**

To view the entire report, visit winchesterva.gov/parks and click on 2014 World Series Report.

Not only did Winchester Parks and Recreation host the World Series, but the department also played a central role in hosting numerous other events that drew visitors to Jim Barnett Park and the City of Winchester.

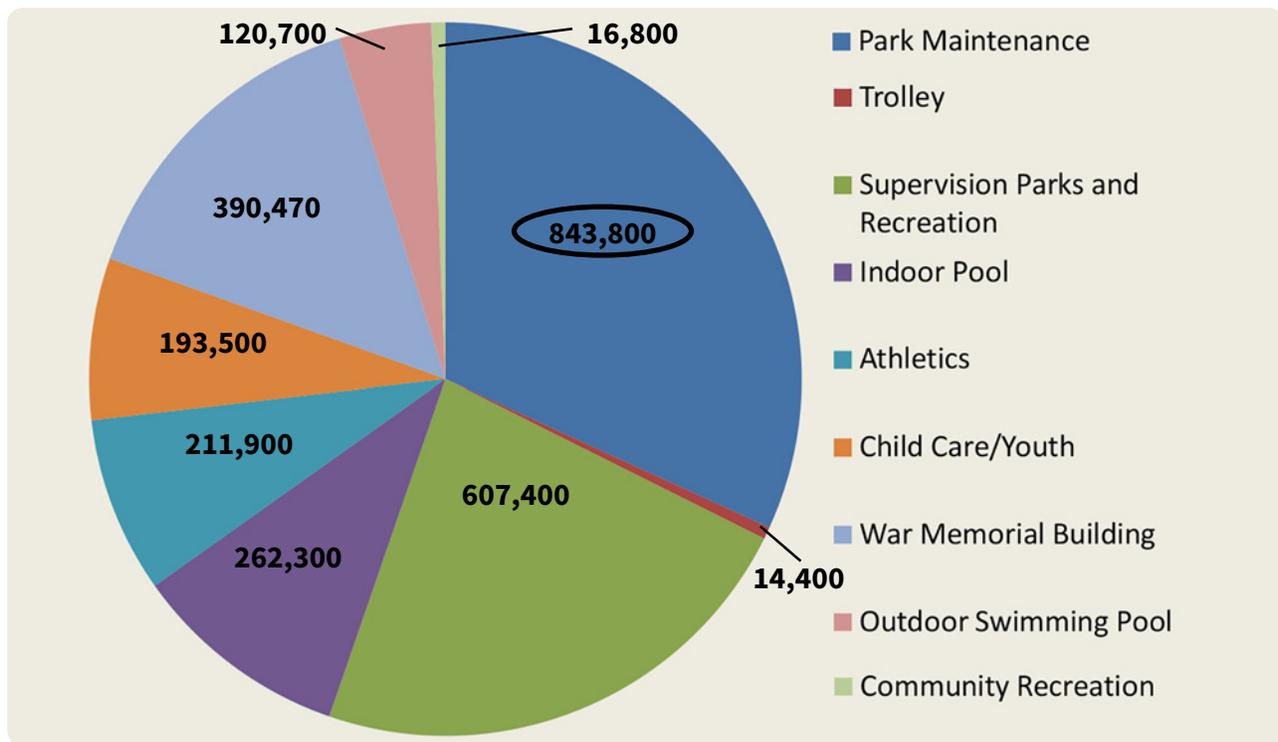
Here is a ballpark estimate of the Economic Impact of each:

Event Title	Event Type	# of Events	Estimated Attendance Per Event	Estimated Economic Impact	Overnight Stay
Large Events					
Pancake Day-Spring	Fundraiser	1	5000	10,000.00	No
Pancake Day-Fall	Fundraiser	1	5000	10,000.00	No
Apple Cross	Bike Races	1	1400	80,000.00	Some
Apple Blossom-Sunday	Craft Festival	1	2000	40,000.00	Some
BMX State Qualifier	Bike Races	1	500	25,000.00	Some
Community Safety Fair	Safety Awareness	1	500	5,000.00	No
Apple Harvest	Fall Craft Festival	1	500	12,500.00	No
Frederick Douglass Day	Community Fun	1	1000	10,000.00	No
Winc Baseball Tournament	Memorial Day Tourn	1	850	42,500.00	Some
World Series	Baseball	1	3000	463,162.00	Yes
Celebrating Patsy Cline	Concert	1	500	10,000.00	No
Community Fireworks	Display	1	3000	30,000.00	No
Christmas Parade	Parade	1	1500	15,000.00	No
Winc Swim Meet	Long Course - June	1	450	60,000.00	Yes
			200		
Small Events					
Handley - FC Swim	Large HS Swim Comp	1	200	2,000.00	No
Liberty 5K	Run	1	300	3,000.00	No
Girls on the Run -Sp/Fall	Run/Walk	2	300	6,000.00	No
Obstacle Course	Community/children	1	300	3,000.00	No
JamFest Tournament	Basketball	2	200	5,000.00	No
US Tennis Tournament	Tennis	1	250	10,000.00	Some
Shen Valley Tennis	Tennis Tournament	1	100	2,500.00	Some
Winc Country Club Tennis	Tennis Tournament	1	120	2,400.00	No
Youth All Nighter	Church Function	1	100	1,000.00	No
Walk for Christ	Walk/fundraiser	1	75	750.00	No
3 on 3 Basketball	Basketball	1	100	1,250.00	No
Flag Retirement	Ceremonial	1	75	375.00	No
Social Hall Rentals	Birthday Parties	7	125	4,550.00	No
Social Hall Rentals	Weddings	5	165	16,500.00	Some
Social Hall Rentals	Church Services	50	100	25,000.00	No
Social Hall Rentals	Misc Events	25	100	12,500.00	No
Rotary Pavilion	Family Reunions	7	200	14,000.00	Some
Rotary Pavilion	Picnics	15	125	18,750.00	No
Lions Pavilion	Family Reunions	5	100	12,500.00	Some
Lions Pavilion	Picnics	10	100	10,000.00	No
Santa's Headquarters	Craft/Santa Visit	2	100	2,000.00	No
Movies on the Mall	Family Movies	8	50	4,000.00	No
Totals		162	28685	970,237.00	

Estimated Economic Impact of Winchester Parks

Highlighted Economic Impact signifies actual studies completed. All other impact numbers are estimates and involve the number of folks attending; an estimate about how many attendees may be from out of town, and overnight accommodations possibilities. The type of event also played a role in estimating impact, in that folks attending a wedding, picnic or Pancake Day are less likely to visit an eating establishment. Economic Impact studies for youth and adult sport tournaments allow that a conservative estimate of \$50/day/youth includes family and \$100/day for adult participants. Once an estimate was assigned, that amount was multiplied by the number of events hosted under that event or facility title.

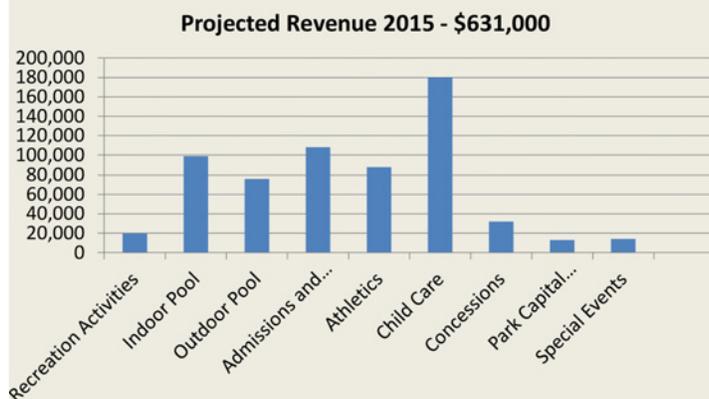
Operating Budget Breakdown by Subdivisions



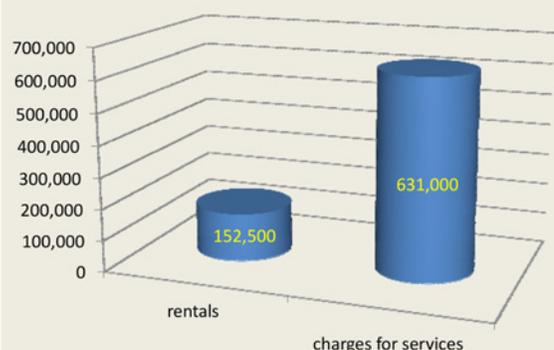
Winchester Parks and Recreation Department Budget is \$2,661,270 which is sliced into the Recreation sub-divisions and the Park Division. **The Recreation Division** portion of the Operating Budget is \$1,817,470. The Recreation Division Operating Budget is offset by revenues of \$783,500. Therefore, 43% of the Recreation Divisions Operating Budget is offset by charges for services and facility rental. Thus 57% of the Recreation Division's budget is subsidized by tax dollars. **The Parks Division** Operating Budget of \$843,800 is often thought of being totally subsidized, which is short-sighted. Park and recreation departments frequently are viewed as relatively high-cost centers in cities' annual budgets because operational costs exceed revenues. However, this narrow perspective is incomplete because it fails to recognize the economic impact of parks and facilities. It is difficult to monetize certain benefits that citizens receive, such as

increased property values, cleaner air, an increase in overall physical and mental health, and an added value that attracts new businesses, residents and visitors to the area. In the case of Winchester Parks and Recreation, if just economic impact of the Winchester parks and facilities is considered at \$970,237 (from page 3) against Parks Divisional Operating Budget of \$843,800, then the Winchester parks and facilities actually generate revenue over cost by at least \$126,437. If the aforementioned benefits could be monetized, it is conceivable that the Winchester Parks and Recreation Department is a "cash calf" of City revenue centers. This is a new term, as a "cash calf" is not quite a cow, but similar in concept as the parks and recreation venture generates a steady return of hard to monetize benefits, economic stimulation and revenues that exceed the outlay of tax dollars required to operate it.

Recreation Charges for Services



Recreation Division Revenue \$783,500



Winchester Parks & Recreation Department Initiatives

The following department initiatives for the next 5 years reflect Winchester Common Council Strategic Planning Goals, the WPRD Needs Assessment Report and the results of the Citizen Satisfaction Survey.

- 1 Well Maintained Parks
- 2 Promoting Healthy Active Living in Winchester
- 3 Additional Resources Focused on North End
- 4 Increase Senior Programming
- 5 Creating Community Spaces
- 6 Social Equity
- 7 Supporting and Encouraging Family Togetherness
- 8 Conservation Naturally
- 9 Additional Youth and Teen Programming
- 10 Infrastructure Upgrades/CIP Master Plan Development and Implementation



“There’s a direct link between a lack of exposure to nature and higher rates of attention-deficit disorder, obesity, and depression. In essence, parks and recreation agencies can and are becoming the ‘preferred provider’ for offering this preventative healthcare.”

– Dr. Fran P. Mainella, former director of the National Park Service and Visiting Scholar at Clemson University

Divisional Accomplishments

Jennifer Stotler: Parks Admin Coordinator

Coordinated new community recreation classes with affordable fees. Coordinated Flag Retirement Ceremony, Ladies Christmas Breakfast, Needs Assessment Stakeholder meetings, Program Guide RFQ, Needs Assessment RFQ, Skate Pavilion equipment project, and the Security System RFQ for the War Memorial Building. Served as Administration Coordinator to the 2014 Cal Ripken 10-Year-Old World Series.



Leslie Bowery: Special Events Coordinator

Helped Santa answer a record number of Santa Letters - 217. Hosted the first-ever Alice in Wonderland Tea that sold out and received great reviews. Successfully completed 16 external events. Contributed to the success of Old Town Special Events by coordinating and implementing: Movies on the Mall, Community Fireworks, Christmas Parade and Santa’s Headquarters.



Mike Nail: Acting Park Maintenance Superintendent

Field Improvements, including preparing Yost Field for the World Series after winterkill destroyed the bermudagrass. Five fields were upgraded in-house thanks to new equipment, field management plan and Turfgrass training. Completion of Shawnee Springs Healing Trail. Abrams Creek Marsh Restoration Project began in the Lower Marsh section. The Bridgeforth Field ADA Project – New restrooms, ticket booth, souvenir stand, concrete work, renovated field, new scoreboard and sound system.



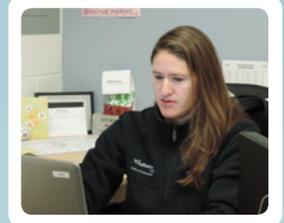
Brandon Ware: Aquatics Coordinator

Installed new chemical controllers in both pools, which saved \$4,341 in chemical costs for the year. Added new lane lines and sound system to the indoor pool. Two new successful special events; Egg Splash and Cardboard Boat Regatta. Assisted in providing FREE swim lessons for under privileged children. Turned the indoor pool into a therapy pool for the summer, increased visits by 455 from the previous year, mostly by seniors.



Jennifer Justice – Athletics Coordinator

Hosted 1st “Swinging Fore Sports” Golf Tournament. Served as the Volunteer Coordinator and Press Box Coordinator at the 2014 10-Year-Old Cal Ripken World Series. Assisted with set ups, tear downs, field maintenance, and practice schedules. Introduced new adult programs: Kickball League, Madden Tournament, Outdoor Soccer, and Drop In Volleyball, all with a successful response.



Stephanie Frazier – Child Care Coordinator

HIVE numbers increased from 2013-14 by 932 children, hired additional staff to keep the staff to child ratio numbers low. Working to become Social Service vendor for low-income children. Purchased equipment for PB&J Club (gross motor and socialization program for children under 5). From 2013-2014 there was an increase of 85 visits. Hosted two middle school dances, each averaging 160 students.



Robbie Garrett – Parks Projects Coordinator

Oversaw the construction of the souvenir stand at Bridgeforth Field, Shawnee Springs Healing Trail construction, installation of the fountain for Wilkins Lake and new 28 foot scoreboard at Bridgeforth Field. Oversaw the Abrams Creek Wetlands Preserve Management Plan implementation, installation of sound system at Yost Field, moving of sound system from Yost to Bridgeforth, installation of new JBP entrance sign, coordinated tree planting in the Audubon Arboretum.



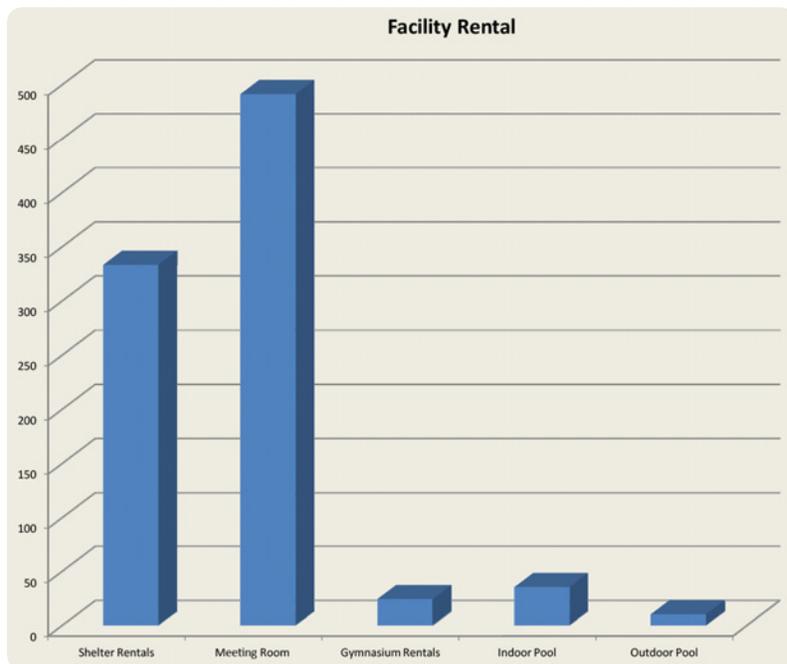
Developing a High Performing Organization

2014 New Community Recreation Program Offerings

- Futsal • Kickball
- Singles Sports Mixer • Summer Soccer League
- Super Bowl Saturday Madden Challenge
- Swinging for Sports Golf Tournament
- Six on the Court Volleyball Tournament
- Couch to 5K (will be renaming)
- Carmike Cinemas Movie Club
- Swim for the Cause • Cardboard Boat Race
- Egg Splash • Aquatic Tri-athlon
- Home School Lessons
- Historical Geocaching Tour of Winchester
- Sign, Say and Play Baby • Little Free Library
- Frisbee Guy • Jewelry Making
- Cooking with Tastefully Thai
- Cupcake Decorating for Kids
- Basic Cake Decorating • Valentine Cupcakes
- Creating Fondant Figures • St. Patrick's Day Cupcakes
- How to make a Rosette Cake
- Ballet – Kids and Adults • Jazz – Kids and Adults
- Hot Hula • Kickboxing
- Drawing • Colored Pencil
- Ukrainian Easter Egg Decorating
- Valley Health Coach – Monthly
- Cooking By The Books • Wonderland Tea Party
- Dog Obedience • Pokemon Card Club
- Bringing Balance to your Budget
- A Woman's Guide to Money Matters
- Health Care and Your Retirement
- Android Device Workshop
- iPhone • Business Solutions
- ESL I • ESL II
- Better Food Series & Recipes
- Clean Eating: Be Healthy in 12 Easy Steps
- Mommy: I Love Nutrition
- Spring Detox Program
- Conversational Spanish I
- Conversational Spanish II
- Exploring the Moccasin Trail
- Starlight Star Bright – Star Lab
- Virginia's Watershed • WETLANDS feature
- Community Gardens • Backyard Composting
- Food Preservation – Pressure Canning
- Introduction to Herbalism
- Blandly Arboretum Nature Walk in Spanish
- Garden Fair at Blandly • Chess Club
- Kids Art Camp • Music Makers Camp
- Toddlers & Tikes • Mini Maestros
- Spring Cupcakes Kids • Spring Cupcakes ages 14+
- Elephant Figure • Wedding Planning Boot Camp
- Cake from Scratch • Baby & Quilt
- Indian Spice • Do it Yourself Dolls
- Firefly Festival • A Cook's Herb Garden
- CSI: Plants • Proper Tree Care and Maintenance
- Trees & Garden Walk • Shade Tree Pruning
- Tree Selection and Planting
- Father's Day Cupcakes • 4th of July Cupcakes
- Your Healthy Summer • Better Health/Digest
- Ladies: Learn to have a Better Cycle
- The Voice of Poetry • Exploring the Night Sky
- Private Tutoring • Improv! Real Funny
- Fall Cupcakes • Halloween Cupcakes
- Thanksgiving Cupcakes • Winter Cupcakes
- Mapping Your Imagination
- Field Maintenance Workshop
- Cook Well Live Well Eat Well
- Servsafe Food Handler Course
- Oil Painting • Water Color Pencil
- Portrait Drawing in graphite/
Colored Pencil from Photographs
- Half Hour Guitar Lessons • Hour Guitar Lessons
- Writing for Pleasure and Profit
- Knitting/Crochet Club • Family Phone Safety
- Recycling Class • Cook Once eat for a month
- Local Cost savings • Basic Couponing
- Holiday Cost Savings Boot Camp
- Tasty Home Cooking • Let's Coupon
- Ki-Akido Self Defense for Women
- Ki-Akido Ages 15+ • Ki Aikido ages 5-14
- iPad Class • Tablet Class
- Social Media on all Devices
- iPhone Intermediate • Android Intermediate
- Trolley Tour to Hollywood Casino

By the Numbers

- 585 new memberships (90 were City and City School Employees)
- 1,219 membership renewals
- Drop-in visits (non-members)
Fitness Room: 969 • Indoor Pool: 2,942 • Open Gym: 4,042 • Racquetball: 1,091
- Swimming Lessons
1,277 Participants • 5,442.25 Hours of instruction
- Athletic Programs
2,369 Participants • 20,114 Participant Hours
- Childcare
9,520 After School and Summer Camp Participants (per child per day in 2014)
The HIVE, HIVE Club and Summer Camp are open for 1,320 hours per year.
- Park User Groups
15 annual user groups use a total of 10,285 facility hours per year
- Community Rec Programs
532 Participants • 1565.5 Participant Hours



In 2014, we were most proud to be part of the community effort to successfully host Cal Ripken 10-Year-Old World Series for the second time. Community contributions and volunteerism as well as spectator support was tremendous throughout the 10-day event. Winchester received rave reviews from the World Series visitor's survey! Beyond this rewarding accomplishment, we wanted to point out how humbled we are to be part of the storied history of Winchester Parks and Recreation that began back in 1944. I wonder what Jim Barnett and the other Rouss Park trailblazers would think of



Lisa Hamaker,
Assistant Director

this information regarding Winchester Parks and Recreation today: The 2014 Winchester Parks and Recreation Needs Assessment results showed that 90% of all households use Jim Barnett Park while 24% participate in Winchester Recreation Programs. The average use of Jim Barnett Park per customer was 27 times during the year. Ninety-three percent of respondents rate the importance of Jim Barnett Park as very important. Respondents who rated local recreation opportunities as very important was 84%.

WOW!
90% of the community use Jim Barnett Park



Jennifer Jones
Director